

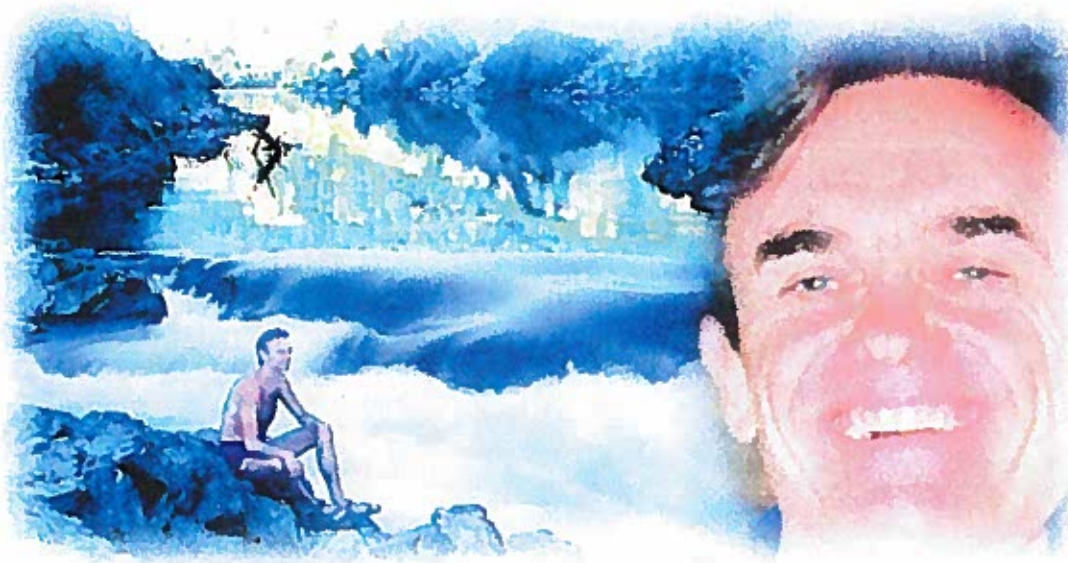
2020 VISION *for Greater Auburn*



a community endeavor

IN REMEMBRANCE OF FRANK OLRICH

October 20, 1943 - February 14, 1999



Frank Olrich at Tamaroo Bar

Visioning is seeing beyond the limitations of the present to the endless opportunities of the future. Seeing the future possibilities and calling us forward to make the dreams of our imagination real is what Frank Olrich asked of us.

Frank was the guiding light in the community endeavor to define and implement the 2020 Vision for Greater Auburn. His family moved to Auburn in 1946. Here he lived, grew up, and graduated from Placer High School in 1961. Frank went away to Stanford University, but later returned with his family to live once again in Auburn.

Frank loved his hometown and recognized the special qualities which make the Auburn Area stand out from other communities. He undertook the responsibility to challenge us to prevent these qualities from being lost and to strive to make our community even better. He called upon us to dream and to build a Greater Auburn Area.

Each generation builds upon the efforts of the last generation. The special qualities of the Auburn Area draw strangers to it as their "home town." For others, like Frank Olrich, this unique community draws them back.

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INTRODUCTION

Welcome to the final Vision Statement for the 2020 Vision for Greater Auburn. This document marks the completion of an important phase in the community visioning effort begun in 1997 by the late Frank Olrich. You are probably asking yourself, "What is 'community visioning'?" Simply stated, community visioning is a process by which a community imagines the future it wants, and plans how to achieve it. Visioning brings people together to develop a shared image of what they want their community to become. Once a community has envisioned where it wants to go, it can consciously work toward that goal.

FINAL VISION STATEMENT

This final Vision Statement is the overall image of what the community wants itself to be and how it wants to look by the year 2020. This Vision Statement is the starting point for the creation and implementation of action plans intended to achieve the vision. It is a guide to help us think and act when making decisions about our community.

A group of more than 80 Auburn Area residents developed this final Vision Statement. They volunteered their time and effort because of their concern for the future of our community. In June 2000, a draft Vision Statement was mailed to the 17,074 residential and business addresses of the Greater Auburn Area. Comments were sought on the draft. Many of these comments are included in this document.

PURPOSE OF THIS DOCUMENT

The document in your hand is designed to do six (6) things:

- 1) Communicate the final Vision Statement by mailing it to over 17,000 residential and business addresses of the Auburn Area,
- 2) Provide an understanding of the history behind the development of the Final Vision,
- 3) Answer frequently asked questions,
- 4) Recognize the people who helped to make this possible,
- 5) Provide a document for distribution to anyone interested in the future of the Auburn Area, and
- 6) Encourage you to become involved in helping implement this Vision Statement.

The "Vision Wheel" tries to show in one picture what the 2020 Vision for Greater Auburn is about. There are 11 focus areas creating the community vision. Community Character and Culture is the focus area at the hub or center of the vision. Like the spokes of a wheel, the other 10 focus areas support the hub making it possible for the wheel to be formed. The hub cannot function without all of the spokes carrying their weight. Like the links in a chain, the wheel is only as strong as the weakest spoke. Taken together the 11 focus areas define our 2020 Vision for Greater Auburn.



OVERALL COMMUNITY VISION

In the year 2020, the Auburn Area is recognized as a special and unique community for living, working, visiting, and shopping. The best of small town living is experienced by residents of all ages and backgrounds who take pride in creating and living in a friendly, caring community which cherishes all its people. Our community is safe, quiet, and peaceful yet also lively and prosperous.

The intimate neighborhoods and business districts have modern amenities and opportunities yet are attentive to the community's history. Our small-town ambiance and cultural life enlivens residents and encourages visitors. An informed citizenry takes an active part in matters of health, education, commerce, and governance. People of all faiths and cultures are welcome. People of all incomes and ages have affordable housing.

We enjoy easy access to a rich choice of recreational pursuits because of our proximity to the American River canyons, the Sierra Nevada Mountains and the valley cities. Our environment is healthful, clean, and attractive. Our stewardship of cherished local resources preserves and protects the natural, historical, agricultural, and recreational treasures for which we are well known. The residents of the Auburn Area live their daily lives with an enthusiasm, charm, and grace making our community so special and unique. We are proud to call this community our home.



VISION

In the year 2020, the Auburn Area is a unique and special place for both residents and visitors. Building on its historic heritage, exceptional landscaping potential and wide range of cultural interests, Auburn has developed a unique identity that balances its small town ambiance with compatible forms of economic and commercial development. Art and culture enriches, enlivens and retains vital community members. A mix of artists and cultural activities draw many residents and visitors to special events that happen throughout the year.

GOALS

- A.1 SMALL TOWN LIFE.** To embody the best of small town living where, working together, residents of all ages and backgrounds take pride in creating and living in a friendly, caring community.
- A.2 HISTORICAL AMBIANCE.** To preserve, restore and enhance the historic features of the community, including historical buildings, sites, markers and artifacts in a continuous theme from Old Town to Downtown to North Auburn.
- A.3 VISUAL IDENTITY.** To encourage a variety of architectural and landscaping designs reflecting the diverse and unique identity of neighborhoods and districts throughout the community, aided by compatible City and County design guidelines supporting pedestrian friendly design, consistent signage, and exceptional landscaping.
- A.4 LANDSCAPING.** To encourage public and private landscaping projects that beautify the community and enhance our urban forest using seasonal trees and plants along streets and trails, and in parks and gardens, as well as creating a botanical garden of native plants.
- A.5 IN-TOWN PATHWAYS.** To design in-town recreational pathways to be used in conjunction with local as well as regional walking and bird-watching tours, historic driving tours and both running and cycling routes.
- A.6 CULTURAL CENTERS.** To support the development of music, art, theater, literature, history, and archaeology, and spiritual life in the community.
- A.7 SPECIAL EVENTS.** To promote diverse celebrations and cultural events that reflect the history and character of the community, attracting 'destination visitors' and featuring a unique, annual, signature event that caps the entire year.

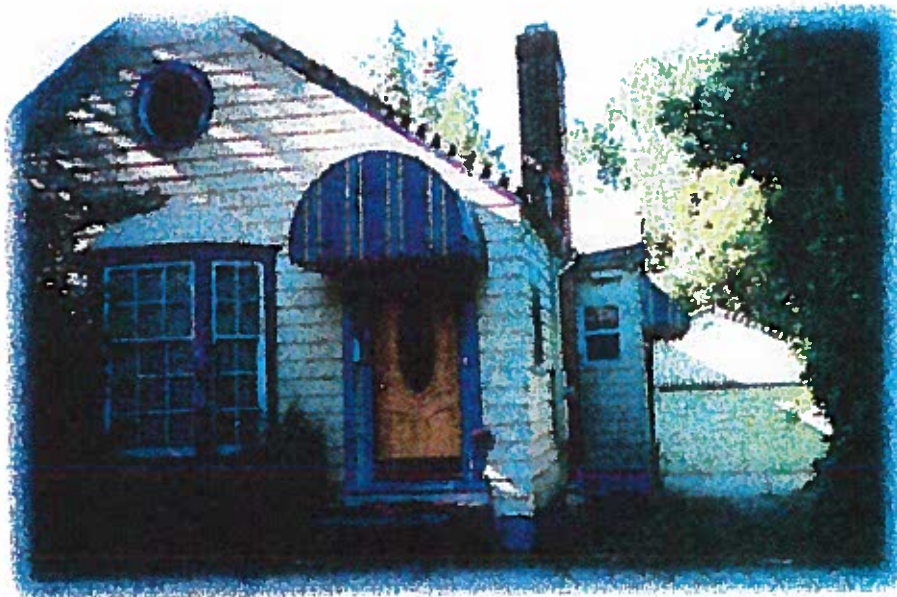


VISION

In the year 2020, the Auburn Area addresses its housing needs in ways that maintain the area's unique historic, rural, small-town qualities. The community uses infill development, redevelopment and good design to preserve its character while promoting innovative housing solutions and environmentally friendly building materials. Public-private partnerships and affordable housing strategies help ensure that all Auburn residents have access to housing that fits their needs and resources.

GOALS

- B.1 SENSE OF COMMUNITY.** To plan for housing and neighborhoods that promote a sense of community, closeness, involvement and connection to other neighborhoods.
- B.2 QUALITY DESIGN.** To develop, through City and County policies, quality architectural design in all housing to complement Auburn's existing natural and man-made environment.
- B.3 AFFORDABLE HOUSING.** To address the need for affordable and accessible housing for both homeowners and renters at all income levels.
- B.4 PROTECTION OF EXISTING HOUSING.** To protect and upgrade existing affordable housing, such as mobile home communities and tax-credit supported rental units, in order to prevent conversions to other uses.
- B.5 CONTROLLING URBAN SPRAWL.** To promote infill development and the rehabilitation of older housing within the urban area to reduce urban sprawl.
- B.6 PUBLIC/PRIVATE COLLABORATION.** To support partnerships between government, financial institutions and community organizations in creating innovative mechanisms that facilitate the development of affordable housing.
- B.7 INNOVATIVE HOUSING.** To encourage innovative housing solutions where appropriate, such as co-housing, "mixed-use" projects and secondary units with existing single-family homes.



Jessica Schienker

- B.8 RECYCLED MATERIALS & ENERGY EFFICIENCY.** To promote the use of building products developed from recycled materials and energy-conserving materials and systems and obtain adoption of these in local building codes.

VISION

In the year 2020, the Auburn Area is known as a healthful place to live. Auburn residents can count on clean air and water, and are able to meet their basic health needs, including food, shelter and medical care. They have access to a full service hospital, a broad range of local health care providers, and health services that are financially within the reach of all citizens. Information on a variety of timely health issues is available, providing residents with incentives to prevent illness and promote wellness. There is an abundance of excellent health care providers and they are recognized for their service to the community.

GOALS

- C.1 PERSONAL RESPONSIBILITY.** To encourage residents to take charge of their own health, both in prevention and in treatment, seeking the advice of professionals, ultimately making their own informed decisions.
- C.2 AWARENESS OF HEALTH ISSUES.** To promote individual awareness of health issues including environmental concerns through local media, service organizations and community participation in state and national health campaigns.
- C.3 HEALTH INFORMATION AND REFERRALS.** To provide a local resource center staffed by specialists who provide information about and help in accessing appropriate, available health care and social services, both public and private.
- C.4 RANGE OF SERVICES.** To meet the demands of a growing population, affordable health care centers expand to include a variety of traditional and alternative care providers, with equal respect for all skilled services.
- C.5 HEALTH CARE FACILITIES.** To assure residents have local access to an acute care hospital, 24-hour emergency service, and all levels of extended care.
- C.6 PUBLIC INVOLVEMENT.** To adopt programs that involve the people of Auburn in debates on policy changes, pending legislation and periodic assessments of local needs and preferences as well as technological advances.
- C.7 HEALTH CARE PROVIDER COOPERATION.** To promote cooperation between all health care providers.



Sutter Auburn Faith Hospital



OPEN SPACE, AGRICULTURE, NATURAL RESOURCES & RECREATION

VISION

In the year 2020, residents of the Auburn Area embrace the idea of stewardship in order to create a sustainable community – one in which our current needs are met through development which doesn't compromise the ability of future generations to meet theirs. Open space, agricultural lands, natural and recreational resources are all seen as valuable assets of the community. Planning and development policies promote the enhancement of Auburn's unique and healthful setting; the importance of locally grown food is recognized and supported; native flora and fauna thrive; and recreational opportunities expand to include activities that are enjoyed by residents as well as tourists.

GOALS

- D.1 STEWARDSHIP.** To make our community sustainable by involving residents, businesses, and governments in the practice of stewardship; people proactively serving their community as conservators and protectors of the environment.
- D.2 CONSERVATION OF OPEN SPACE.** To preserve open spaces and views by achieving a perpetual balance between development and the natural and agricultural resources of the area while acknowledging property rights.
- D.3 SUSTAINING LOCAL AGRICULTURE.** To support the long-term conservation and use of agricultural lands in ways that sustain the local agricultural economy and preserve those lands from conversion to other uses.
- D.4 PROTECTION OF NATURAL RESOURCES.** To protect the area's unique geological and ecological features which provide community identity as well as recreational and economic opportunities and ecological health.
- D.5 MEETING RECREATIONAL NEEDS.** To expand the concept of recreation to include recreational tourism and develop both indoor and outdoor facilities that meet the needs of all age users and user groups, including the physically challenged.



Kayla Gaskey

VISION

In the year 2020, the Auburn Area's economy flourishes because a diversity of businesses produce a dynamic and durable economy. Our distinctive community character and natural surroundings make it a desirable place to live, work, shop, and visit. The center of town is a hub of civic and governmental activity that strengthens the community's economic base, and local businesses include high tech companies, professional offices, retail stores and specialty boutiques. Everyone from company executives to local farmers benefit from Auburn's being a crossroads for air, truck, train and electronic modes of transportation.

GOALS

- E.1 SUPPORT BUSINESSES.** To promote a climate which supports business creation and viability while recognizing the special needs of small business owners and agriculture.
- E.2 PRESERVE COMMUNITY CHARACTER.** To establish and enforce shared City/County design standards for commercial buildings and their surroundings which maintain Auburn's unique community character.
- E.3 LOCATING FACILITIES.** To encourage the location and development of civic and government facilities in the central urban core to strengthen the community's economic base.
- E.4 INFRASTRUCTURE.** To encourage design of transportation networks, public utilities, and technological infrastructure which will attract and support diverse businesses.
- E.5 INCOME DIVERSITY.** To ensure employment and housing opportunities for all income levels.
- E.6 INFILL DEVELOPMENT.** To support commercial and residential infill development in order to safeguard the rural character of Auburn's surroundings.



Linda Hendricks

VISION

In the year 2020, residents of the Auburn Area are served by a single government directly elected by them. This government is the result of informed citizens working together to understand the various issues impacting everyone's quality of life, such as traffic congestion, accident frequency, loss of open space, and urban sprawl. Through sharing information, residents have decided on the form of government best suited to provide an optimum quality of life and to insure a unique hometown atmosphere.

GOALS

- F.1 SINGLE REPRESENTATIVE GOVERNMENT.** To provide greater control over government decisions through the direct election of local officials.
- F.2 COMMUNITY EDUCATION.** To encourage residents throughout the area to study the local issues that are impacting their lives and to make information on the pros and cons of every issue facing the community available to all.
- F.3 ACCOUNTABILITY OF ELECTED OFFICIALS.** To promote greater accountability of local elected officials to voters for government decisions affecting their quality of life.
- F.4 COST EFFECTIVENESS.** To enhance the cost-effectiveness of local government providing necessary services while minimizing increases in the cost of these services.
- F.5 FINANCIAL EFFICIENCY.** To provide local control over tax utilization and local financial resources.
- F.6 GOVERNMENTAL COOPERATION.** To enhance cooperation between federal, state, regional and local governments involved in common issues and concerns affecting citizens at the local level.



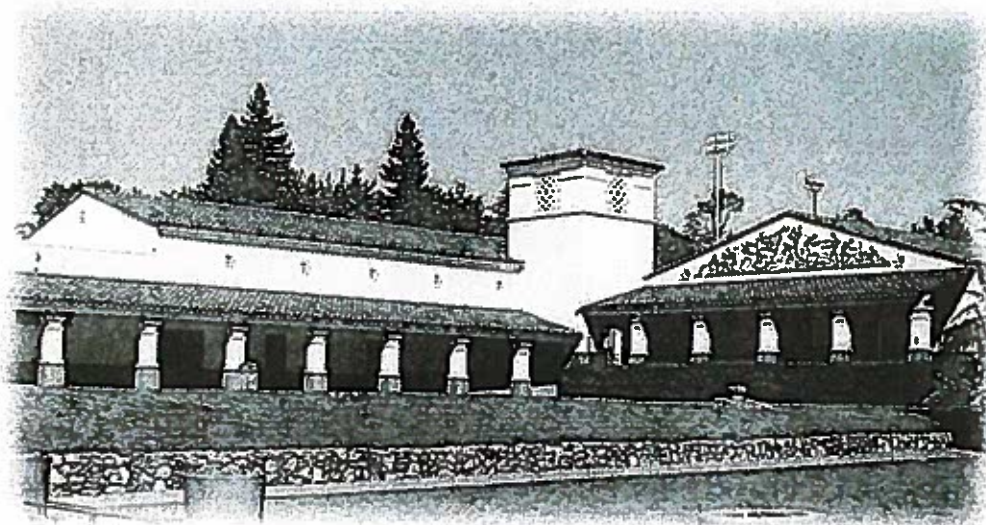
Golden Triangle Publications

VISION

In the year 2020, Auburn Area residents have a number of options for learning. Through collaborative community and agency efforts, Auburn meets the educational needs of all ages and special needs. Children from pre-school through 12th grade benefit from curricula that prepares them for success in life academically, socially, and vocationally. Public involvement, ownership and volunteerism in schools is encouraged as are community service programs for youth. Schools and other educational resources, such as public libraries, are adequately funded. Recognizing that learning is a lifelong process, a variety of adult programs are available for those seeking career changes, re-entry into the work force, and/or the broadening of their personal horizons. Intergenerational learning is encouraged with programs tapping into the large variety of working and life-experiences present among Auburn Area residents, both active and retired.

GOALS

- G.1 SUPPORT LEARNING.** To support all forms of learning within the community.
- G.2 COMMUNITY SUPPORT.** To promote public interest, involvement, ownership and volunteerism in schools by the local citizens, and in turn encourage and support community service programs by students.
- G.3 RELEVANT CURRICULA.** To encourage development of relevant school curricula which helps students gain wisdom, prepare for life and develop meaningful relationships with people.
- G.4 FUNDING.** To support adequate school and public library funding and optimal educational resources in order to ensure a quality learning environment.
- G.5 INTERGENERATIONAL LEARNING.** To develop programs based on learning exchanges which benefit both students and older adults.
- G.6 LIFELONG LEARNING.** To encourage and value lifelong learning for all community



Todd Jensen



VISION

In the year 2020, the Auburn Area residents feel safe because of strong community identity, cooperation and involvement. The laws are upheld and residents take pride in being drug-free, healthy, and self-reliant. Fear of crime is not a major concern, and the police are an integrated part of the community. Community-based programs are used to intervene and prevent 'social crimes,' such as abusive behavior, juvenile delinquency, substance abuse and gang activities. Emergency contingency plans for human-caused accidents and community readiness programs to anticipate potential natural disasters have won the community national recognition as a Disaster Resistant Community.

GOALS

H.1 YOUTH OUTREACH. To support a diversity of programs for youth of all ages to keep them positively engaged, educate them about substance abuse, draw them into community activities, and provide them positive role models.

H.2 INTEGRATION OF LAW ENFORCEMENT. To encourage greater interaction between law enforcement personnel and local residents through a variety of community programs—recreational as well as educational—and to give community recognition to outstanding law enforcement personnel.

H.3 COMMUNITY AWARENESS. To educate the community in the value of prevention and intervention in the area of 'social crimes' in order to stop them before they happen, and to support policies that dedicate human and financial resources to that end.

H.4 PREPAREDNESS. To develop community-wide readiness for potential disasters and emergency response plans in the event of either natural or man-made disasters.



Glenda Schneider

VISION

In the year 2020, the Auburn Area can count on adequate and dependable public utilities, including water, sewer, waste recycling and disposal, power, telephone, cable and related telecommunication services. These utilities are provided in ways that have the least adverse effects on the environment while taking into consideration both short- and long-term costs to the ratepayer and the community as a whole. Auburn residents are well-informed and actively participate in important utility decisions. The community has become more resource efficient through programs promoting solid waste reduction and the conservation of water and energy resources.

GOALS

- I.1 INFORMATION EXCHANGE.** To provide methods for easy information exchange regarding utility services, options and issues.
- I.2 CITIZEN ACTION.** To support the formation of citizen action groups to influence the institutions that supply, franchise, and regulate utilities.
- I.3 SUPPORT COMPETITION.** To encourage utility competition and alternatives when they provide cost, service or quality benefits.
- I.4 RESOURCE CONSERVATION.** To promote innovative programs that increase public participation in reducing solid waste and conserving water and power resources.



Patti McClure

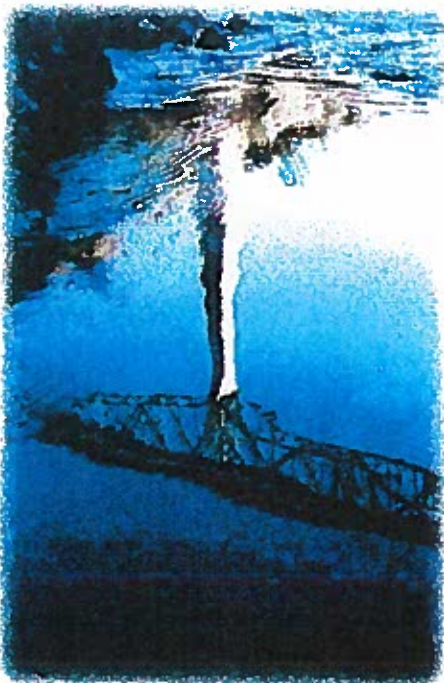
VISION

In the year 2020, Auburn Area residents can choose from a wide range of transportation modes - pedestrian, bicycle, private automobile or car pools, as well as shuttle, bus, train, air and other forms of mass transit - which greatly reduce local and regional traffic congestion. Education of the public on the needs, costs, benefits, trade-offs and risks of different transportation options has resulted in a citizenry that is informed on major transportation issues and choices. Cooperation between all agencies helps coordinate planning and implementation of solutions. Recognizing the impact of congestion on our community, Auburn holds key transportation players, including developers, planning commissions, and CalTrans, to high standards that best support our community character.

GOALS

- J.1 PROTECT AUBURN'S UNIQUE IDENTITY.** To ensure that transportation planning and development protect our community character, open space goals, architectural integrity, and community health and safety.
- J.2 COORDINATION OF AGENCIES.** To support cooperation between county, regional, state and federal agencies in joint transportation planning, funding, development and revenue-sharing endeavors.
- J.3 UNIFORM PERFORMANCE STANDARD.** To encourage inter-agency adoption of a uniform Level of Service (LOS) performance standard that defines the mitigation required of developers to maintain necessary traffic flow in and about the Auburn Area.
- J.4 ALTERNATIVE FORMS OF TRANSPORTATION.** To promote the use of less destructive or costly forms of transportation, and the development of a transportation hub which connects bicyclists, car commuters, bus lines, trains, and airport users.

- J.5 TRANSFORMATION OF HIGHWAY 49.** To develop alternative routes for local and through traffic, as well as improve safety, design, and esthetics of the existing highway.



Nally Hogue

VISION

In the year 2020, residents of the Auburn Area have addressed the needs of teens and young adults for recreation and social activities. The community has developed a mechanism that promotes responsive communication among youth and between youth and adults.

GOALS

- K.1 RECREATIONAL NEEDS.** To support joint ventures between local government and the private sector for affordable private and public recreational opportunities ranging from the completion of the skate park to developing of suitable places for teens to hang out and mingle.
- K.2 TRANSPORTATION NEEDS.** To encourage and expand safe, reliable, and affordable public transportation within the Auburn Area, as well as between outlying communities, that is scheduled with youth activities in mind.
- K.3 COMMUNICATION.** To promote teen activities and programs in all local media both through adult reporting of teen news and through reports and editorials written by teens, thereby stimulating teen/adult communication.
- K.4 CIVIC INVOLVEMENT.** To support the development of a Youth Activities Commission, composed of young people between the ages of 14-20 with an adult steering committee, to work with business, educational, governmental, and community organizations to further address and respond to the needs of the community's teens and young adults and to promote continued youth involvement in all areas of community life.



Jackie Rhoades

FREQUENTLY ASKED QUESTIONS

The question and answer format is designed to make it easier for you to find the information you want to know.

Q. Why establish a community vision?

A. Auburn began as a collection of miners' claims, mercantile tents and bars, established by disparate people drawn to the same area who decided they liked the locale, the resources, the weather and—maybe—the neighbors. Next thing you know it became a town, then the county seat, and later a stop on the railroad line and interstate highway. Its citizens have been miners, fruit growers, travelers, retirees, families wanting to raise their children in a safe environment and, more recently, employees of high-tech companies and commuters. Every group leaves its own mark and adds its flavor, though most all appreciate the same things—the small town ambiance amid healthy, natural surroundings.

For all who live in this little niche of America, the growing population pressures throughout California and Western Placer County will have a major impact. The next twenty years will see many changes in our community, and unless there's some agreed upon vision, some mutually acceptable definition of what we want to save, protect, develop and enhance, we are likely to see the changes take place without rhyme or reason in regard to our overall community. We need to work together to craft a vision of the future we all want, or risk inheriting one nobody wants.

Q. How did the 2020 Vision for Greater Auburn get started?

A. Here is a short history.

Livable Community Committee

The seeds for 2020 Vision for Greater Auburn were planted in 1997 when the late Frank Olrich suggested that we all take a look at the community we have—what we love about it, what we like least, and what we clearly need to preserve. Frank felt the special and unique qualities of the Auburn Area were at risk of being lost. He organized the Livable Community Committee which included Grieg Asher, Liz Briggs, Sharon Cavallo, Terry Davis, Larry De Mates, Debbi Di Ianni, Janice Forbes, Donna Ford, Cathy Haagen-Smit, Scott Prawalsky, Jack Reimington, Betty Riley, and Paul Zykofsky.

With major financial support from the Auburn Community Foundation, the Committee undertook a Visual Preference Survey where citizens rated from good to bad a collection of color slides taken around the community. More than 300 people participated in the slide survey.

The survey results showed that the things people valued most were also things that could be most easily lost, such as our small-town atmosphere, historic buildings, and open space. Working with Placer County Supervisor Harriet White and Auburn City Councilman George Williams, Frank proposed that the entire community have a chance to study the situation and make recommendations as to what we would most like the Auburn Area to be in 20 years. They jointly agreed to undertake an ambitious "visioning" process which is called the 2020 Vision for Greater Auburn.

2020 Vision for Greater Auburn

With a steering committee of community leaders representing diverse interests, the 2020 Vision for Greater Auburn held its first meeting in October 1998 with over 100 people attending. They volunteered to put their time and energies into discussing, studying, and evaluating the subjects in which they were most interested. They formed 11 working groups.

Frank Olrich's untimely death in February 1999 was a shock. Everyone agreed Frank would have wanted the project to go on. A friend of Frank's, Gary Estes, stepped forward and offered to help by becoming the new coordinator. The concerned residents continued working together throughout 1999 with each working group writing a draft vision and goals. Each group presented its draft work for comments and suggested changes.

In June 2000, these revised visions and goals were written up as a draft Vision Statement. The twenty page publication was mailed to the 17,074 residential and business addresses of the Auburn Area. The public was asked to comment and suggest changes to the draft. Some of these comments were used to make changes which are found in this final Vision Statement.

Since the first meeting in October 1998 over 200 residents have participated with varying degrees of involvement. A core group of over 80 Auburn Area residents volunteered its time and effort because of concern for the future of our community. The work of these people is found in this final Vision Statement.

Q. What's next?

A. The next step for the 2020 Vision for Greater Auburn is to implement the visions and goals. Your support and involvement for the next step is important.

Q. What are the geographic boundaries of the Greater Auburn Area?

A. There are many ways for people to think about the physical boundaries of the Greater Auburn Area. For the purpose of the visioning process, the selected boundaries are shown on the map located on page 24. The boundaries are based upon combining the areas defined for the City of Auburn's General Plan of 1993 and Placer County's Auburn/Bowman Community Plan of 1994.

Q. How much money has been spent on this visioning effort?

A. From April 1997 through December 2000, a total of \$45,816 was spent. Of the total amount spent approximately 47% was for consulting services to guide us through the visioning process. Preparing the draft and final Vision Statements required writing, graphic design, printing, and mailing of the 17,000+ copies which used 45% of the money. The remainder 8% went for meeting space rental, copies, postage, long distance calls, conference attendance, and miscellaneous supplies.

The following table shows how much money has been spent each year.

YEAR	AMOUNT
1997	\$4,772
1998	6,798
1999	12,199
2000	<u>22,047</u>
TOTAL	\$45,816

FREQUENTLY ASKED QUESTIONS

Q. Who provided the money?

A. A total of \$48,088 has come from the following sources from April 1997 through December 2000:

49er Business Association	\$500
Auburn Community Foundation	15,000
City of Auburn	20,000
Individual Contributions	200
Livable Community Conference: registration fees	588
Placer County Air Pollution Control District	2,500
Placer County - Supervisor Harriet White	6,500
Placer County - Supervisor Rex Bloomfield	2,000
Placer Public Employees Organization	800
TOTAL	\$48,088

Two types of financial support have been received. One is the direct contributions and grants listed above. The other is indirect donations from businesses who paid for refreshments provided at monthly meetings. No estimate of the indirect support value is available. The following businesses have provided indirect support:

Ceronix
Parties With A Twist
Placer Sierra Bank
Whole Person Learning

Q. How does the 2020 Vision for Greater Auburn differ from the Auburn/Bowman Community Plan and the Auburn General Plan?

A. There is some overlap with the Auburn / Bowman Community Plan prepared by Placer County and the City of Auburn General Plan. This overlap is to be expected as residents look at their community. If there were no overlaps, there would be concern about how well each of the three documents reflect the community's needs and values.

There are differences, as well as similarities, in the scope of community concerns covered in each effort. The 2020 Vision for Greater Auburn has the additional focus of addressing social goals which are not covered in either the Auburn/Bowman Community Plan or the Auburn General Plan. Social goals in the following six areas are unique to the 2020 Vision Statement:

Community Character and Culture
Education
Governance
Health Care
Public Utilities
Youth Activities & Recreation

Together the Auburn/Bowman Community Plan, the Auburn General Plan, and the 2020 Vision for Greater Auburn complement one another by providing a more comprehensive vision for the residents of the Auburn Area.

Q. What is the relationship of the 2020 Vision for Greater Auburn to Placer Legacy?

- A. Placer Legacy is a long range, comprehensive strategy for protecting open space in Placer County. When completed, Placer Legacy will implement the open space policies of Placer County's 1994 General Plan by protecting open space to:
- maintain a viable agricultural segment of the economy;
 - conserve natural features necessary for access to a variety of outdoor recreation opportunities;
 - preserve the diversity of plant and animal communities;
 - protect endangered and other special status plant and animal species;
 - separate urban areas into distinct communities; and
 - ensure public safety.

The 2020 Vision for Greater Auburn is focused on a limited geographic area of Placer County (see map on the inside back cover) while Placer Legacy covers the entire unincorporated portions of the county. The 2020 Vision Statement has a specific focus area called "Open Space, Agriculture, Natural Resources and Recreation." The vision and goals for this focus area agree with those of Placer Legacy. This greatly enhances our ability to work together to implement the 2020 Vision goals in this focus area.

Q. How will the 2020 Vision goals be implemented?

A. Implementing the goals will require representatives from all stakeholder groups to work together. A stakeholder is someone who is interested in a particular goal or goals. Stakeholder groups can be formal groups or informal collections of people who share the same interest in the goal. Another name for "working together with representatives from all stakeholder groups" is collaboration. The emphasis upon collaboration is reflected in the Vision Wheel which says, "Working together to define and implement a community vision."

Q. How can I become involved?

A. Call the Auburn Area Chamber of Commerce at (530) 885-5616.

Q. Is this publication available over the Internet?

A. This publication is available as a downloadable PDF file from the following web sites:
www.auburnarea.com
www.auburnchamber.net
www.auburn.ca.gov
www.placer.ca.gov
and as viewable web pages at:
www.goldtripub.com/community.html

***"The future belongs to those
who believe
in the beauty
of their dreams."***

PUBLIC COMMENTS ON DRAFT VISION STATEMENT

In June 2000, the draft Vision Statement was mailed to 17,074 residential and business addresses located in the Auburn Area. The draft Vision Statement consisted of an overall community vision and 11 focus areas. Each focus area had its own vision and a set of goals ranging from 4 to 8 goals.

A comment form was included asking the public to check one of three boxes — Agree, Neutral, or Disagree — for the overall community vision and the vision and goals for each of the eleven focus areas. In addition, space for written comments was provided under each focus area. The public was encouraged to attach additional pages for more extensive comments.

The public was asked to return the completed comment form by July 3. The public returned 220 comment forms which was a response rate of 1.3 percent out of the 17,074 mailed. This response rate is considered good by direct mail professionals who said a 1.0 to 1.5 percent response is typical. Forms were returned by mail, at drop-off locations, by fax and over the Internet.

SUMMARY OF PUBLIC RESPONSES

Responses from each form were counted according to whether the person marked Agree, Neutral, or Disagree for the overall community vision, the vision for the focus area, and each goal under the focus area. A total of 73 possible items existed where the public could check Agree, Neutral, or Disagree.

The comment forms were not always completely filled out. People decided to skip some focus areas while marking others. The lowest total number of responses was received on the Overall Community Vision at 156. The highest total number of responses at 204 was received on two goals: Housing goal B.7 - Innovative Housing and Education goal G.2 - Community Support. The average number of responses for all 73 possible items was 189.

AGREE

Overall a high level of agreement was expressed for the draft Vision Statement. The highest percentage of people marking Agree for any item was 94 percent on Community Safety goal H.4 - Preparedness. The lowest percentage of people marking Agree for any item was 59 percent on Housing goal B.7 - Innovative Housing. For all 73 items, the average percentage of people marking Agree was 83 percent.

NEUTRAL

The highest percentage of people marking Neutral for any item was 20 percent on Health Care goal C.6 - Public Involvement. The lowest percentage of people marking Neutral for any item was 4 percent on three items: the Open Space vision, Community Safety goal H.1 - Youth Outreach, and Community Safety goal H.4 - Preparedness. For all 73 items, the average percentage of people marking Neutral was 11 percent.

DISAGREE

The highest percentage of people marking Disagree for any item was 22 percent on Housing goal B.7 - Innovative Housing. The lowest percentage of people marking Disagree for any item was 2 percent on three items: Health Care goal C.1 - Personal Responsibility, Community Safety goal H.4 - Preparedness, and Public Utilities goal I.4 - Resource Conservation. For all 73 items, the average percentage of people marking Disagree was 6 percent.

The detailed tabulation for each vision and goal is available by calling the Auburn Area Chamber of Commerce at (530) 885-5616.

CHANGES MADE REFLECTING PUBLIC WRITTEN COMMENTS

Everyone responding wrote a comment about some part of the draft. The final Vision Statement was changed to reflect many of these public comments. Some changes were minor word additions or deletions. Others were more extensive, such as the addition of a goal, rewritten goals, and renamed goals. A brief summary of the changes are described below.

OVERALL COMMUNITY VISION:

Rewritten to reflect the qualities of the Auburn Area which people treasure and which help define our community as unique and special, including the "spiritual and faith" aspects of our community. Many of the words used in this revision came directly from the written comments received from the public.

COMMUNITY CHARACTER AND CULTURE:

Added a new goal A.1 - Small Town Life which caused the other goals to be renumbered with the draft goal A.1 now numbered A.2 and so on.

Goal A.3 - Visual Identity: was rewritten.

Goal A.4 - Name changed from "Coordinated Landscaping" to "Landscaping" and rewritten.

Goal A.6 - Cultural Centers: added phrase "and spiritual life."

HEALTH CARE:

Vision: one word removed and eight words added.

Goal C.1 - Personal Responsibility: changed three words.

Goal C.2 - Awareness of Health Issues: removed nine words and added three words.

Goal C.6 - Public Involvement: added five words.

OPEN SPACE, AGRICULTURE, NATURAL RESOURCES, AND RECREATION:

Vision: removed three words and added five words.

Goal D.1 - Stewardship: added definition of stewardship.

Goal D.2 - Changed name from "Preservation of Open Space" to "Conservation of Open Space" and added phrase "while acknowledging property rights."

EDUCATION:

Vision: substantial changes with words removed, and words, phrases, and a sentence added.

Goal G.1 - Changed name from "Common Values" to "Support Learning" and rewritten.

Goal G.4 - Funding: added phrase "and public library."

PUBLIC UTILITIES.

Goal I.1 - Information Exchange: rewritten.

Goal I.3 - Support Competition: rewritten.

TRANSPORTATION.

Goal J.1 - Protect Auburn's Unique Identity: added phrase "and safety."

Goal J.5 - Transformation of Highway 49: removed "both physically and aesthetically" and added phrase "safety, design, and aesthetics of."

ACKNOWLEDGEMENTS

THANK YOU TO SUPPORTING BUSINESSES

We wish to say "Thank You" to three businesses for providing refreshments at the monthly meetings. The food helped keep us going:

Ceronix
Parties With A Twist
Placer Sierra Bank

Special thanks and appreciation to Shirley Beall at Parties With A Twist for completely handling all the refreshment arrangements over the many months beginning in October 1998 through September 2000.

Thanks to Paul Gilbert of The Black Forest for hosting the draft 2020 Vision statement on his Website.

Sincere appreciation for the support of Auburn Community Bank, Auburn Sentinel, and KAHl Radio in providing the pictures from the "What I Love About Auburn" amateur photography contest.

Special thanks to Todd Jensen of Auburn Community Bank for helping with the photographs and for taking several needed pictures in such a timely fashion.

THANK YOU TO FINANCIAL SUPPORTERS

The Auburn Community Foundation made the 2020 Vision for Greater Auburn possible by providing the seed money to launch a community visioning effort. On behalf of the community, a very special thank you!

All of the financial supporters provided resources essential to making this visioning effort a reality. We could not have done it without you. Our sincere appreciation and gratitude to each one:

Anonymous Individual Contributions
49er Business Association
Auburn Community Foundation
City of Auburn
Placer County Air Pollution Control District
Placer County - Supervisor Harriet White
Placer County - Supervisor Rex Bloomfield
Placer Public Employees Organization

THANK YOU TO SUPPORTING ORGANIZATIONS

The Auburn Area Chamber of Commerce provided the public address system for the monthly meetings. This made our meetings more productive. Also the Chamber mailing address was used for returning public comment forms. Additionally, the Chamber is serving as the continuing contact point for the community with the 2020 Vision for Greater Auburn by hosting the final Vision Statement on its Website and being the telephone contact for further information. We could not do it without your special support.

The staff of the First Congregational Church made our

monthly use of Overmiller Hall so easy. Thank you!

THANK YOU TO SPECIAL VOLUNTEERS

Working behind the scenes Nancy Lange, The Flying Mouse, helped with a number of projects. Her assistance is greatly appreciated.

Our Webmaster for the draft Vision Statement was John Nebilak, a student located through the Boy's and Girl's Club. Thank you for putting it on the Internet.

Thank you to Ken Lake for facilitating a meeting under difficult circumstances.

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Debbie Dragon, Mailing Services,
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Auburn, CA
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Special thanks to the following businesses and organizations which served as drop-off locations for the public comment forms on the draft Vision Statement:

Albertsons
Auburn Area Chamber of Commerce
Auburn Community Bank
Auburn-Placer County Library
Pak'N Save
Placer Sierra Bank
Raley's
Ralphs

The following 80 individuals actively participated in writing this draft vision statement. Each person, in her or his way, has contributed to creating this vision statement. Some had more time available to attend meetings and participate while others less. Each person is to be commended for the time and effort they did contribute. The residents of the Auburn Area should be proud of the number of people who care about our community and who work to make it even better. If anyone was missed, we apologize.

Executive Committee

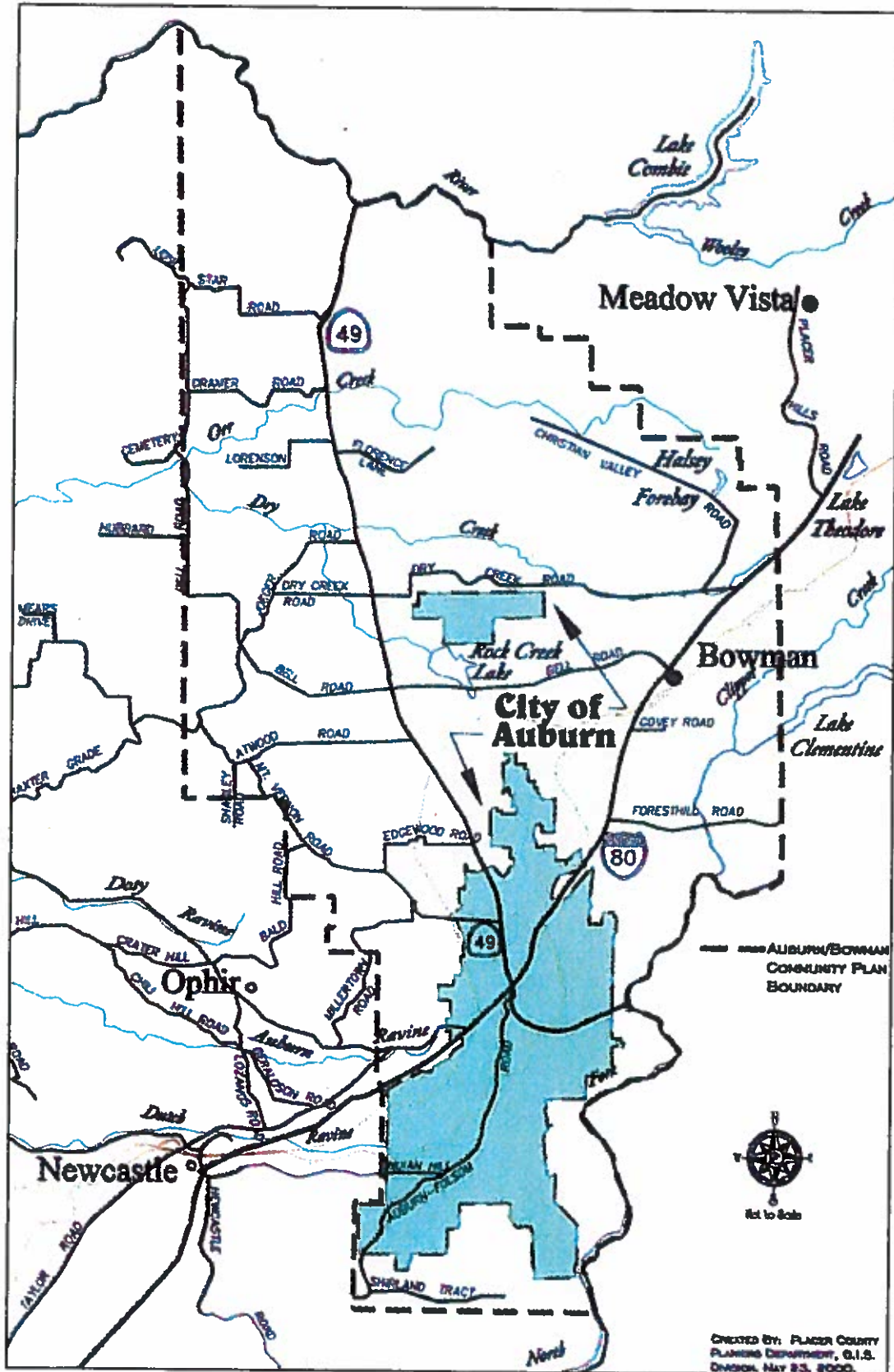
Gary Estes, Coordinator, 2020 Vision for Greater Auburn
Janice Forbes, Publisher, Sierra Heritage Magazine & Auburn Sentinel
Bob Haydon, President, Placer Sierra Bank
Harriet White, Chairman, Board of Supervisors, County of Placer
George Williams, Mayor, City of Auburn

Charles Arenent
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Greater Auburn Area

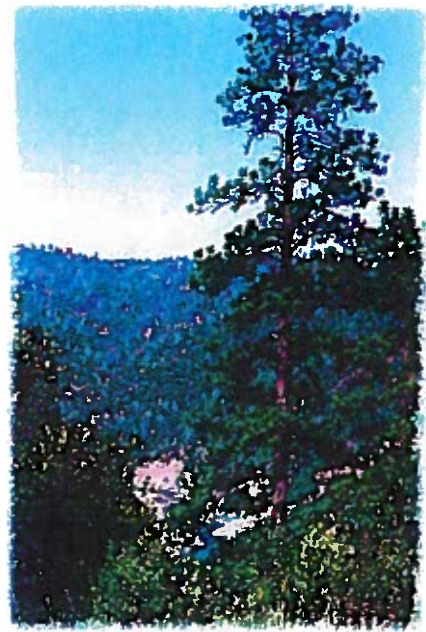


Everyone has their own idea of just what constitutes the Greater Auburn Area. The map shown here represents Auburn and the immediate surrounding area. It roughly follows the City of Auburn's General Plan of 1993 and Placer County's Auburn/Bowman Community Plan of 1994 to define Greater Auburn.

Many of the photographs seen
in this publication are winners of the
"What I Love About Auburn"
amateur photography contest
sponsored by Auburn Community Bank,
Auburn Sentinel, and KAHN Radio in 1999.

Each picture reflects one of the three
resources—social, natural, financial—found
in the community we call the Auburn Area.

Together these pictures capture
the spirit and beauty of our community.



Patti McClure



Lorely Hodkin



Kayla Gaskey

**2020 Vision for Greater Auburn
601 Lincoln Way, Auburn, CA 95603**

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about the cover...

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Keith Sutter took this
photograph of the
Foothill Farmers' Market activi-
ty which goes on under the
watchful eye of one of
Placer County's
best known landmarks,
The Placer County Courthouse,
dedicated in 1898.
Foothill Farmers' Market,
which meets year-round
on Saturdays,
embodies the very essence of
Greater Auburn
community
life.**

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